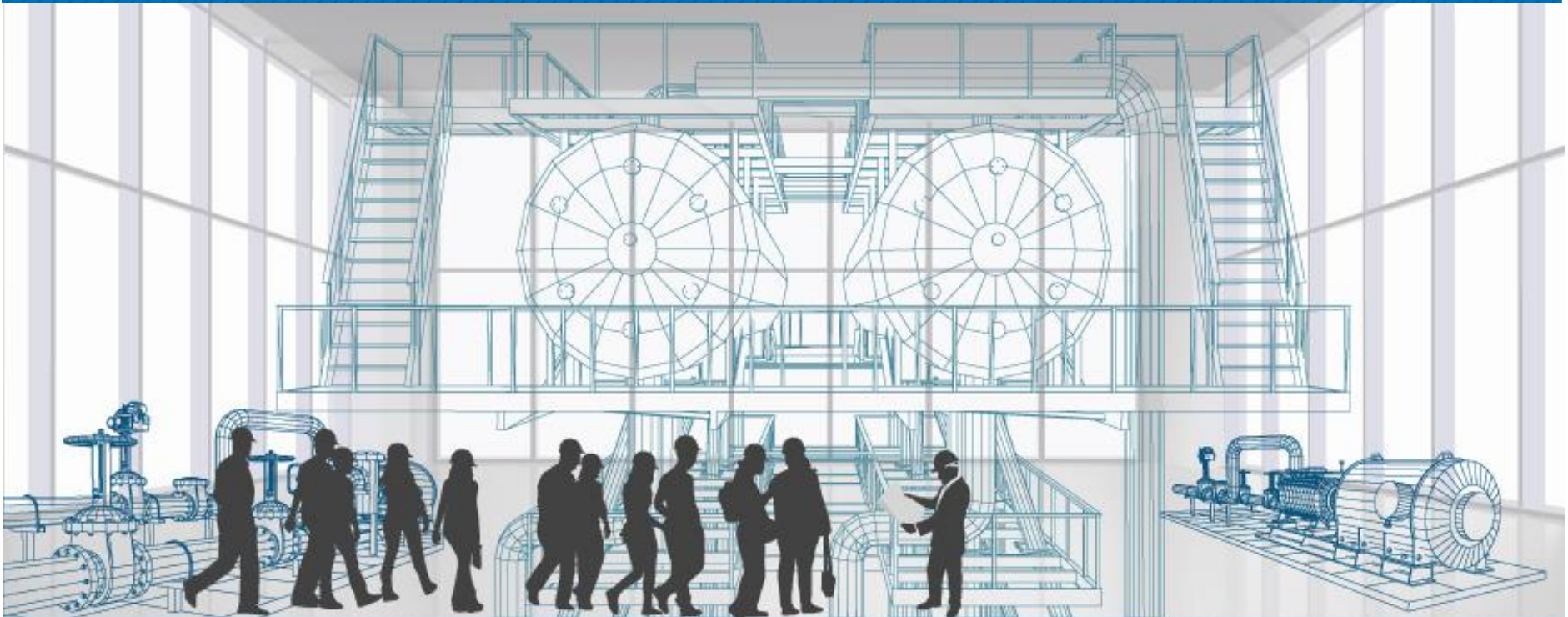




ENERGY STAR® Industrial Showcase



Webinar: Guidelines for Hosting your Industrial Showcase Event

What is an ENERGY STAR Industrial Showcase?

The Industrial Showcase is an event hosted at your facility to celebrate your ENERGY STAR achievements and share the environmental benefits with the community and key stakeholders. All companies with ENERGY STAR certified plants or achieved the Challenge for Industry are invited to host a Showcase. Facilities that have been recognized in the ***current or past two years*** will be featured on the ENERGY STAR website.



Why host an **ENERGY STAR** Industrial Showcase?

- Tell your company's ENERGY STAR story
- Use Showcase to celebrate corporate milestones
- Boost morale & pride among employees
- Enhance corporate citizenship
- Inspire a new generation
- Recruit future talent
- Engage community leaders, media, and business partners





Hosting an ENERGY STAR Industrial Showcase Event

Deadlines

- ✓ Sign up your Industrial Showcase
 - Register on the webpage: **On-going**

- ✓ ENERGY STAR Challenge for Industry
 - Apply for recognition: **On-going**

- ✓ ENERGY STAR Plant Certification
 - Apply for current year plant certification by: **Nov 2017**



Hosting an ENERGY STAR Industrial Showcase Event

Plan a Showcase Event

- Decide on a date
- Secure management approval
- Register your Showcase event on the webpage
- Determine the time & length of event
- Determine the format (presentation, facility tour, roundtable, virtual tour)
- Get employees involved in Showcase event
- Decide who to invite
 - Consider including students, local & state organizations, elected officials, professional associations, suppliers, business partners, and other stakeholders
- Send the invitations
 - Provide directions to facility, plan for guest parking, entry to facility, and information needed from visitors etc.
 - Create a way for invitees to register for your Showcase event
 - Track and confirm RSVPs
- Promote your Showcase as a public/private event to stakeholders

Hosting an ENERGY STAR Industrial Showcase Event

Organize a Facility Tour or Presentation

- Assemble internal planning group, include:
 - Plant Manager or Champion
 - Communications team member
- Create a theme for your Showcase event, example:
“Engaging the Community in Saving Energy with ENERGY STAR”
- Create welcome address
- Prepare talking points for plant tour, include ENERGY STAR achievements
- Establish look and feel of welcome area
- Create name badges for guests and staff
- Determine required safety equipment needed for visitors
- Determine what systems/operations you will show during the tour
- Secure a photographer(s)

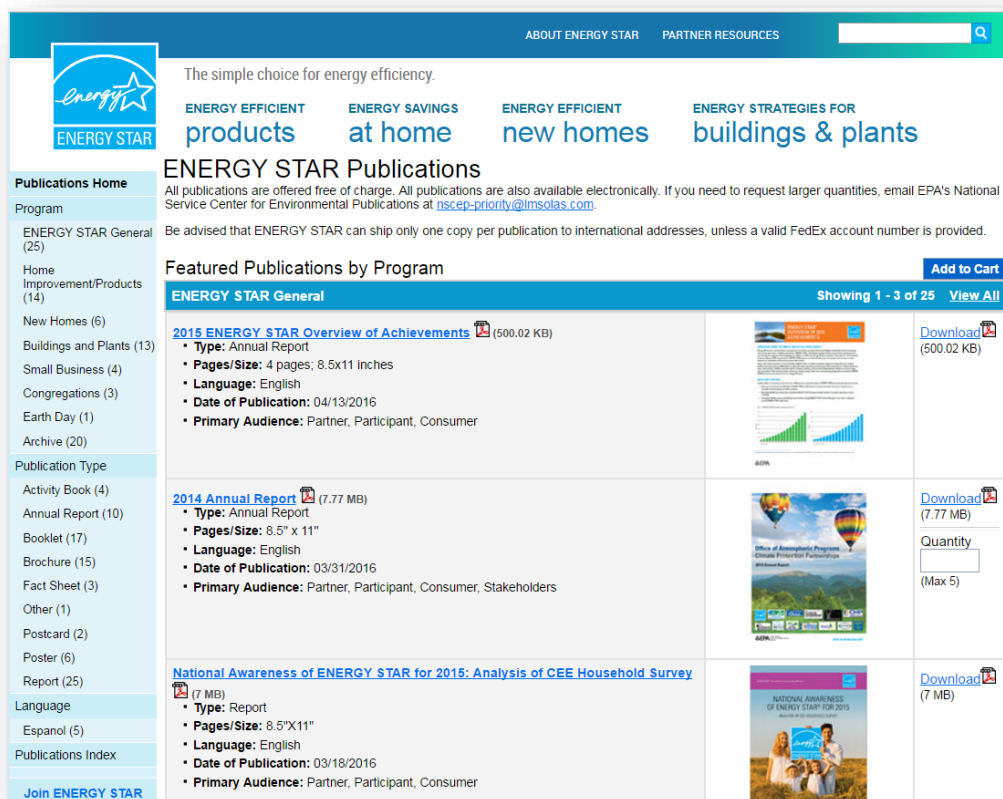


Source: CEMEX

Hosting an ENERGY STAR Industrial Showcase Event

Prepare Literature and Display

- Create ENERGY STAR Showcase posters and banners
- Gather company literature and materials related to energy savings
- Include materials to show visitors how they can participate in saving energy at home, school, and work with ENERGY STAR
- Order resources from **ENERGY STAR publications** library
- Write a media advisory
- Prepare a message from the CEO



The screenshot shows the ENERGY STAR Publications website. The header includes the ENERGY STAR logo and the tagline "The simple choice for energy efficiency." Below the header, there are navigation links for "ENERGY EFFICIENT products", "ENERGY SAVINGS at home", "ENERGY EFFICIENT new homes", and "ENERGY STRATEGIES FOR buildings & plants". The main content area is titled "ENERGY STAR Publications" and includes a disclaimer: "All publications are offered free of charge. All publications are also available electronically. If you need to request larger quantities, email EPA's National Service Center for Environmental Publications at nsc-ep-priority@imsolas.com." Below this, there is a section for "Featured Publications by Program" with a table listing three publications:

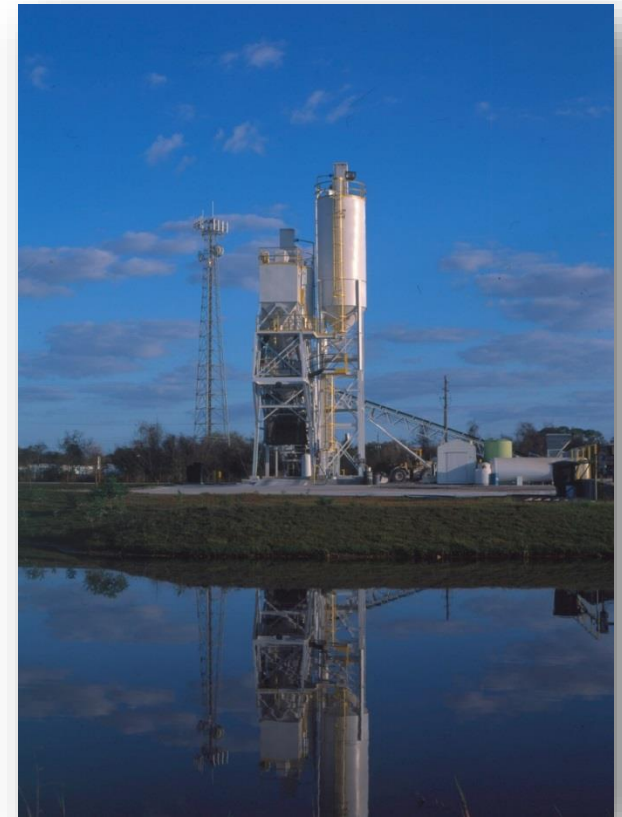
Publication Title	File Size	Download Link
2015 ENERGY STAR Overview of Achievements	500.02 KB	Download (500.02 KB)
2014 Annual Report	7.77 MB	Download (7.77 MB)
National Awareness of ENERGY STAR for 2015: Analysis of CEE Household Survey	7 MB	Download (7 MB)

The left sidebar contains a "Publications Home" menu with categories like "Program", "Publication Type", "Language", and "Publications Index". The "Program" category is expanded, showing a list of programs with their respective counts: ENERGY STAR General (25), Home Improvement/Products (14), New Homes (6), Buildings and Plants (13), Small Business (4), Congregations (3), Earth Day (1), and Archive (20).

Hosting an ENERGY STAR Industrial Showcase Event

Showcase Event Day

- Welcome guests
- Provide safety equipment to guests
- Take notes and lots of pictures
- Conduct facility tour and presentation
- Share insights about your business, energy management using ENERGY STAR
- Have the plant operating during tour
- Show visitors how your operation works
- Encourage visitors to be active participants



Source: CEMEX Kissimmee Ready Mix 2004

Hosting an ENERGY STAR Industrial Showcase Event

Follow Up After the Event

- Thank guest and employees
- Send photos of the event to EPA for the Industrial Showcase webpage
- Highlight the Showcase on your website, publications, social media, and the press, etc.
- Include Showcase activities in your ENERGY STAR Partner of the Year application



Source: Verallia, Milford

Hosting an ENERGY STAR Industrial Showcase Event

Quick Planning Guide

- ✓ **Sign up for your Showcase event to be featured on the ENERGY STAR Website**
 - Determine when you want to host your event
 - Seek management approval
 - Use the sign up form on the website to register your event with ENERGY STAR
- ✓ **Decide who you will invite**
 - Create a way for visitors to register for your event
 - Include schools, local & state organizations, elected officials, professional associations, suppliers, business partners
- ✓ **Promote your event**
 - Use social media, press release, email, personal outreach, etc.
 - Follow us on Twitter using hashtag **#INDShow16**
- ✓ **Host your Showcase**
 - Conduct plant tour and presentation
- ✓ **Follow up after Showcase & share successes**
 - Use social media, website and publications
 - Send us pictures and information about your event for the Industrial Showcase website
 - Include activities from your event your ENERGY STAR Partner of the Year application

Hosting an ENERGY STAR Industrial Showcase Event

Industrial Showcase Web Content

- Sign up for Showcase
- Showcase checklist and webinar slides
- Artwork to create banners, posters, invitations and web content
- Sample social media content; hashtag: #INDshow16
- Companies “Who’s Hosted a Showcase”
- Links to Industrial technical material & ENERGY STAR Publications



Alias: energystar.gov/industrialshowcase



Hosting an ENERGY STAR Industrial Showcase Event

Insights & Questions

EPA Industrial Team

Showcase contact

- Karen P. Butler, EPA butler.karen@epa.gov

Technical contacts

- Betsy Dutrow, EPA dutrow.elizabeth@epa.gov
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Thank you and make your Industrial Showcase a celebration!